"IMPACT OF ADVERTISEMENT ON CONSUMER BEHAVIOUR

A STUDY OF PATANJALI PRODUCTS IN SOLAPUR CITY"

Synopsis

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I. Introduction:- Advertising is one of the facets of mass communication. It is the largest component of any promotion activity. It is the structured and composed non-personal communication of information, usually paid for and commonly persuasive in nature, about the products through various media by identifying sponsors (Perrault and McCarthy, 2000)[1]. Advertising is the mode of informing and influencing the consumers to buy products or services through visual or oral messages. It helps to create demand, promote marketing and boost economic growth. Thus advertising forms the basis of marketing. Russel Colley (1961)[2] observes "...Advertising succeeds or fails depending on how well it communicates the desired information and attitudes to right people at the right time at the right cost". The role of advertising is to make consumers, more informed about the brand and more favorable to it. Advertisement should make consumers think differently about the brand after being exposed to successful advertising by bringing about some sort of mental change in consumers and ultimately make the consumer purchase it (Weilbacher, 2001)[1]. Advertising is the primary means by which firms inform consumers about new or improved products. Business firms usually advertise in order to protect their market share against competition. Firms try all sorts of gimmicks to reach the consumers. To achieve results, the advertisement campaign must have a creative edge in comparison with its competition. Undoubtedly, advertising can help to speed up the initial adoption of a new product by creating awareness and indirectly by gaining retail distribution and display. Advertising today is a worldwide phenomenon. The receiver of the advertising message is the heart of the advertising transaction. Advertising seems to perform most efficiently when it interprets its subject matter in terms that are meaningful to the lives of those it seeks to influence. Advertising can be defined as mass, paid communication (presentation and promotion) of goods, services or ideas by an identified sponsor. It is paid,

Communication because the advertiser has to pay for the space or time in which his advertisement appears. **The basic questions arising before an advertiser is What is attempted, on what knowledge base, using what creative strategies and techniques, through what media, by whom, with what effect, and towards what future?**

American Marketing Association defines advertising as any paid form of non-personal presentation and promotion of ideas, goods, or service by an identified sponsor.

The 21" century scenario of media is a big spread of information everywhere; fast and brisk
Communication that too has become vital in every aspect of business. Various tools of
Communications used especially in advertising decide the pulse of market and buyers strongly get motivated by the various offers and messages. The message part of advertisement directly gets correlated with the desire of the buyer. Proposed study is to identify such correlation of message of variety of advertisements with buying behavior. This has necessitated the research domain of this work. When it comes to advertisement then what to advertise and how much to spend? Is the issue where every advertiser and every agency agree sometimes and disagree many a times. So the credibility of the creativity and expenditure is always put at the stake of success in sales which is always not a criterion to go with. Hence an inner urge to find the precise correlation generated this output. Consumer India offers a guaranteed growth source of 400 million people below the age of 21, and over 20 million new babies each year. Moreover, since incomes are increasingly steadily, each year there are more and more new consumer's just entering consumption, resulting in significant market expansion.

Consumer buying behavior:

Consumer behavior is comparatively a new field of study which evolved just after the Second World War. The seller's market has disappeared and buyers market has come up. This led to paradigm shift of the manufacturer's attention from product to consumer and specially focused on the consumer behavior. The evaluation of marketing concept from mere selling concept to consumer oriented marketing has resulted in buyer behavior becoming an independent discipline. The growth of consumerism and consumer legislation emphasizes the importance that is given to the consumer. Consumer behavior is a study of how individuals make decision to spend their available resources (time, money and effort) or consumption related aspects (What they buy? When they buy?, How they buy? etc.). The heterogeneity among people makes understanding consumer behavior a challenging task to marketers. Hence marketers felt the need to obtain an in-depth knowledge of consumers buying behavior. Finally this knowledge acted as an imperative tool in the hands of marketers to forecast the future buying behavior of customers and devise four marketing strategies in order to create long term customer relationship

Consumer Behavior It is broadly the study of individuals, or organizations and the processes consumers use to search, select, use and dispose of products, services, experience, or ideas to satisfy needs and its impact on the consumer and society.
Customers versus Consumers: The term "customer" is specific in terms of brand, company, or shop. It refers to person who customarily or regularly purchases particular brand, purchases particular company's product, or purchases from particular shop. Thus a person who shops at Bata Stores or who uses Raymond's clothing is a customer of these firms. Whereas the 'consumer' is a person who generally engages in the activities - search, select, use and dispose of products, services, experience, or ideas.

Consumer Motives: Consumer has a motive for purchasing a particular product. Motive is a strong feeling, urge, instinct, desire or emotion that makes the buyer to make a decision to buy. Buying motives thus are defined as ,those influences or considerations which provide the impulse to buy, induce action or determine choice in the purchase of goods or service. These motives are generally controlled by economic, social, psychological influences etc.

Motives which Influence Purchase Decision The buying motives may be classified into two:

i. Product Motives
ii. Patronage Motives

i. Product Motives Product motives may be defined as those impulses, desires and considerations which make the buyer purchase a product. These may still be classified on the basis of nature of satisfaction: a) Emotional Product Motives b) Rational Product Motives Emotional Product Motives are those impulses which persuade the consumer on the basis of his emotion. The buyer does not try to reason out or logically analyze the need for purchase. He makes a buying to satisfy pride, sense of ego, urge to initiate others, and his desire to be unique. Rational Product Motives are defined as those impulses which arise on the basis of logical analysis and proper evaluation. The buyer makes rational decision after chief evaluation of the purpose, alternatives available, cost benefit, and such valid reasons.

ii. Patronage Motives Patronage motives may be defined as consideration or impulses which persuade the buyer to patronage specific shops. Just like product motives patronage can also be grouped as emotional and rational.

Emotional Patronage Motives those that persuade a customer to buy from specific shops, without any logical reason behind this action. He may be subjective for shopping in his favorite place. Rational Patronage Motives are those which arise when selecting a place depending on the buyer satisfaction that it offers a wide selection, it has latest models, offers good after-sales service etc.

II Review of Literature:

Mathur (2005) views advertising communication as a chain reaction consisting of various steps in a sequential manner that of creating awareness, comprehension, acceptance of the product, belief, purchase action, use and repeat purchase.

Vakratsas et. al, (1999), by reviewing two hundred and fifty journal articles and books gives certain insights about how advertising affects the consumer. They suggest that the hierarchy of effects is deeply flawed and propose that advertising effects should be studied in a space with affect, cognition and experience as the three dimensions that is determined by the context, which reflects goal diversity of advertising, product category, competition and other aspects of mix, stage of PLC and target market. They cite the latest developments in neuroscience research pointing out that the brain processes information in a parallel fashion and that consumer engage in cognition and affect simultaneously and 40 interactively. As there is parallel processing of information and stage-by-stage information processing cannot take place.

The DAGMAR (Defining Advertising Goals for Measured Advertising Results) Model by Russel Colley says that all commercial communications with an objective of sale must take a prospect through four levels of understanding: “The prospect must first be aware of the existence of a brand and company. He must have a comprehension of what the product is and what it will do for him. He must arrive at a mental suspicion and conviction to buy the product. Finally he must stir himself to action” (Wilmshurst and McKay, 1999).

According to Herbert Marcuse, “advertising provides a culture of exaggerated self Awareness, self righteousness and monetary pleasures of sell assertions; a kind of mass narcissism
Which destroys the bonds of basic human loyalties in the family, friend groups and in the community”?

Statement of the Study:

In the light of above discussion the research endeavor is entitled as, Impact of Advertisement on Consumer Behavior of patanjali product in Solapur city.

III.Need and Significance of the Study:

1. Advertising is becoming more expensive and the range of execution options becoming so diverse that more control over the process is being demanded by major clients today. Procurement departments, in particular, under the banner of accountability, are challenging advertising agencies and research companies to provide more proof of value to justify ad budgets. This will drive growth in this important sector of advertising research.
2. The significance of conducting research in on Advertisement of Patanjali products and consumer reactions for the several reasons.
3. Increasingly, multi-nationals are focusing on the need to build global brands, and for their brands to speak with one voice around the world. This calls for global advertising campaigns that will be increasingly visual in style. Providing both a standard way to measure advertising performance from one region to another, and the tools to identify how different cultural factors affect advertising response, will become more important for managing ad spending in the global marketplace.
4. For the foreseeable future, the cost of advertising executions will continue to go up. To manage that cost, managers will be increasingly interested in airing only their strongest ideas so that they don't spend a large portion of their advertising budgets on average ideas. Ad managers will be looking for every opportunity to make executions work harder and research systems will outperform this growing category if they can validate the power of their diagnostics, providing proof that they actually help make ads more effective.
5. Putting a new emphasis on "wholistic" or 360-degree measurement of integrated advertising campaigns**.** Both the forces of globalization and the evolution of rich, multi-sensory media environments will continue to challenge researchers to think beyond the boundaries of language and semantics in understanding how advertising builds brand image.

6. The contribution of researcher is an approach towards honest and relevant communication where buyers will be more comfortable to receive the message or product.

IV. Objectives of the Study:

1 To take the review and study the conceptual framework of consumer behavior.

2 To study the different factors of consumer behavior while selecting product.

3 To study the different advertisement tools used by Patanjali Company.

4 To study the impact of advertisement on consumer behavior for Patanjali products.

5 To provide the valuable strategies and suggestions on to improve market potential.

V. Hypothesis:

H1: Advertisement of patanjali products has positive impact on consumer Behavior.

H2: Patanjali Company has using different methods of advertisement to retain the consumers.

H3: Price and qualities are the major factors affecting on consumer behavior of patanjali products.

VI. Research Methodology:

Research methodology is a way to systematically solve the research problem. The researcher has undertaken descriptive research to study the present topic. It is understood as a science of studying how research is done scientifically. The study is based on primary data and secondary data**.**

a) **Primary data:** There are many methods of collecting primary data (observed or collected directly from first-hand experience. In primary data collection, the data is collected using methods such as interviews and questionnaires. It is important to prepare a tabulation plan and based on it design the questionnaire to make sure that no table will be left out. There are cases when tables cannot be produced because questionnaires were designed without having a tabulation plan in place.

Tools of primary data:

1. Drafting Questionnaire
2. Formal /Informal Discussion(with consumers)

b) **Secondary data:** Secondary data is an important source of information and can provide valuable knowledge and insight into a broad range of issues. Collecting information about different community aspects will help explain factors that influence the community's health. Types of secondary data can often be categorized by specific area or population, such as Demographics, Health Behaviors, Social Determinants of Health, or Environmental Factors.

Tools of secondary data:

1. Published documents, records and reports.

2. Visit to library (Books, Magazines, Journals, News-paper)

3. Internet Browsing.

VII. Research Design:

The present study is based Survey method, Observation method, and desk research method and descriptive study oriented**.** The sample researcher has adopted convenience sampling technique. The demographic classification such as: Age, Genders, Occupation, Family Income, Family Size Convenience, because the researcher approached the respondents and requested to take part in the study, those who were willing and took part in the process were considered. The competent and complete sample of **500** respondents considered. In order to understand the socio-economic characteristics of consumers and purchase of Patanjali products. For this research analysis perfect match able analysis technique will be use with the help of spss software.

VIII. Scope of the Study:

Researcher limits its scope In the future; sophisticated modelers will start to include a "Quality" variable in these models, particularly as new forms of tracking research begin to provide Relative performance rankings of competitive advertisement. Hence the topical Patanjali products scope is confined to the Consumer attitude towards advertising in Sholapur city. The scope of this work will help the manufacturers and traders from the region to reach global and national markets by having a profound base for decision making in advertising, message and its impact measurement with reference to sales increase, advertising cost of production companies. Because **Sholapur city** going to Smart city Concept, However the geographical scope of the study is restricted to the city of Sholapur.

IX. Limitations of the Study:

1. Hype, exaggeration and over communication are the drawbacks of the field so the practical Application may invite lot of debate.

2. The credibility of media houses in the country is not just decided by the advertisements published in the newspapers or television channels but how they project and communicate the truth of information compiled in the form of news or knowledge or interesting stories. This aspect was not directly compared or analyzed while studying buying behavior.

3.The geographical scope being of **Solapur city** , the responses received might be dominant & Confined to western part of Maharashtra. These responses might not necessarily reflect the National status. The reasons being variation in culture & sub-cultural aspects of our country.

4.Sample size has limited to 500 respodents,spread throughout the city of Solapur. Time span is for 2years.

X. Chapter Schemes:

1 Introduction and Research Methodology:

2 Review of Literature:

3 Profile of the Sholapur city

4 Conceptual Frameworks

5 Data Presentation and Analysis

6 Findings, conclusion and Suggestions

7 Bibliography.

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